



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1538298
Schedule Dates 08/23/12-08/29/12
Advertiser Crossroads GPS (42237)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand CROSSROADS GPS 8/23 (468817)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1955
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments CROSSROADS GPS 8/23

Date Entered 08/21/12
Last Modified 08/28/12
Entered By Nancy Brutus
CO-OP No
Headline # 06289673
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,200.00
Net Total \$40,800.00
Sales Tax

West Palm Beach (WPEC)

By Broadcast Month	Spots	Rate
Aug. 2012	32	\$30,540.00
Sep. 2012	29	\$17,460.00
Grand Total:	61	\$48,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/23/12-08/24/12	3	:30	9A- 10A (EST)	2				X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/21/12
2.0	Normal Line / SPOT (2)	08/23/12-08/24/12	3	:30	11A- 12P (EST)	2				X	X			2	\$415.00	\$830.00	West Palm Beach (WPEC)		8/21/12
3.0	Normal Line / SPOT (3)	08/23/12-08/24/12	3	:30	4P- 5P (EST)	2				X	X			2	\$450.00	\$900.00	West Palm Beach (WPEC)		8/21/12
4.0	Normal Line / SPOT (4)	08/23/12-08/24/12	3	:30	5P- 5:30P (EST)	2				1	1			2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/21/12
5.0	Normal Line / SPOT (5)	08/23/12-08/24/12	3	:30	5:30P- 6P (EST)	2				1	1			2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/21/12
6.0	Normal Line / SPOT (6)	08/23/12-08/24/12	4	:30	11:35P- 12:35A (EST)	4				2	2			4	\$340.00	\$1,360.00	West Palm Beach (WPEC)		8/21/12
7.0	Normal Line / SPOT (7)	08/23/12-08/26/12	3	:30	11P- 11:35P (EST)	3				X	X	X		2	\$1,050.00	\$2,100.00	West Palm Beach (WPEC)		8/21/12
7.0.1	Closed Preempt (7)	08/23/12															West Palm Beach (WPEC)	Pre-empt/Exception -	
8.0	Normal Line / Prime (8)	08/23/12-08/23/12	2	:30	10P- CBS-Person of Interest (Thursday)	2				2				2	\$2,100.00	\$4,200.00	West Palm Beach (WPEC)		8/21/12
9.0	Normal Line / Football (9)	08/24/12-08/24/12	2	:30	8P- Sports-CBS NFL Preseason	3					3			3	\$1,800.00	\$5,400.00	West Palm Beach (WPEC)		8/21/12
10.0	Normal Line / Football (10)	08/25/12-08/25/12	2	:30	8P- Sports-CBS NFL Preseason	3						3		3	\$1,800.00	\$5,400.00	West Palm Beach (WPEC)		8/21/12
11.0	Normal Line / SPOT (11)	08/26/12-08/26/12	2	:30	8A- 9A (EST)	2							2	2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/21/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Agency: Mentzer Media Services (1381)
Product: POLITICAL ISSUE (ns) (1187)
Brand: CROSSROADS GPS 8/23 (468817)
Salesperson: TeleRep/DC, Washington DC (2995)
Sales Office: TeleRep Washington DC
Buyer Name: CLOYD, ELISE
Phone/Fax: /
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Billing Type: Weekly/Irregular
Comments: CROSSROADS GPS 8/23

Last Modified: 08/28/12
Entered By: Nancy Brutus
CO-OP: No
Headline #: 06289673
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$7,200.00
Net Total: \$40,800.00
Sales Tax:

By Broadcast Month Spots Rate
Aug. 2012 32 \$30,540.00
Sep. 2012 29 \$17,460.00
Grand Total: 61 \$48,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (12)	08/26/12-08/26/12	3	:30	6:30P- 7P (EST)								1	1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/21/12
13.0	Normal Line / SPOT (13)	08/26/12-08/26/12	3	:30	7P- 8P (EST)								1	1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		8/21/12
14.0	Normal Line / Prime (14)	08/26/12-08/26/12	2	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/21/12
15.0	Normal Line / Prime (15)	08/26/12-08/26/12	2	:30	10P- CBS-The Mentalist (Sunday)								1	1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/21/12
15.0.1	Closed Preempt (15)	08/26/12															West Palm Beach (WPEC)	Pre-empt/Exception -	
16.0	Normal Line / SPOT (16)	08/27/12-08/29/12	3	:30	9A- 10A (EST)									3	\$300.00	\$900.00	West Palm Beach (WPEC)		8/21/12
17.0	Normal Line / SPOT (17)	08/27/12-08/29/12	3	:30	11A- 12P (EST)									3	\$415.00	\$1,245.00	West Palm Beach (WPEC)		8/21/12
18.0	Normal Line / SPOT (18)	08/27/12-08/29/12	3	:30	12P- 12:30P (EST)									3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		8/21/12
19.0	Revised Line / SPOT (19)	08/29/12-08/31/12	3	:30	4P- 5P (EST)									3	\$450.00	\$1,350.00	West Palm Beach (WPEC)		8/21/12
19.1	Normal Line / SPOT (19)	08/29/12-08/29/12	3	:30	4P- 5P (EST)									3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
20.0	Normal Line / SPOT (20)	08/27/12-08/29/12	3	:30	5P- 5:30P (EST)									3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
21.0	Revised Line / SPOT (21)	08/29/12-08/31/12	3	:30	5:30P- 6P (EST)									3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
21.1	Normal Line / SPOT (21)	08/29/12-08/29/12	3	:30	5:30P- 6P (EST)									3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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22.0	Normal Line / SPOT (22)	08/27/12-08/29/12	4	:30	11:35P-12:35A (EST)		2	2	2					6	\$340.00	\$2,040.00	West Palm Beach (WPEC)		8/21/12
23.0	Revised Line / SPOT (23)	08/29/12-08/31/12	3	:30	11P-11:35P (EST)				1	1	1						West Palm Beach (WPEC)		8/21/12
23.1	Normal Line / SPOT (23)	08/29/12-08/29/12	3	:30	11P-11:35P (EST)				3					3	\$1,050.00	\$3,150.00	West Palm Beach (WPEC)		8/28/12
24.0	Normal Line / Prime (24)	08/27/12-08/27/12	3	:30	10P-CBS-Hawaii Five-O (Monday)		1							1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
25.0	Normal Line / Prime (27)	08/28/12-08/28/12	2	:30	10P-CBS-CBS News The Republican National Convention			1						1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
26.0	Normal Line / SPOT (26)	08/23/12-08/24/12	3	:30	12P-12:30P (EST)				1	1				2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		8/21/12
27.0	Normal Line / SPOT	08/26/12-08/26/12	10	:30	11P-11:35P (EST)							1		1	\$0.00	\$0.00	West Palm Beach (WPEC)		8/28/12

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location	Date
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
LOPEC CONTRACT #1359298					

Total Charges: \$ 48,000 = (Gross)

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐

Yes

☒

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

6/18/12 [Signature] 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Lillie Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Crossroads GPS PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Elise Clapp
Candidate Manager Agency Committee (circle one)

ADDRESS: MENTZER Media Services
600 Fairmount Ave, Suite 306
Towson, MD 21286

PHONE: 410-829-7034 FAX: 410-321-9516

EMAIL: _____

Information Requested: Rates & Avail

Final Disposition: Order Placed \$48,000⁰⁰

If Committee, list officers and position: Crossroads GPS

1404 New York Ave
Washington, DC 20005
Treasurer - Margee Clancy
BOARD CHAIRMAN - Steven Law
(703) 989-6167

TAKEN BY: _____ DATE: _____ TIME: _____